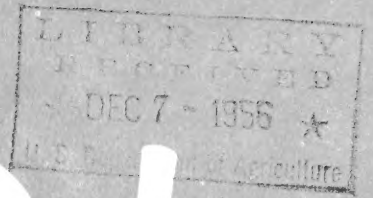
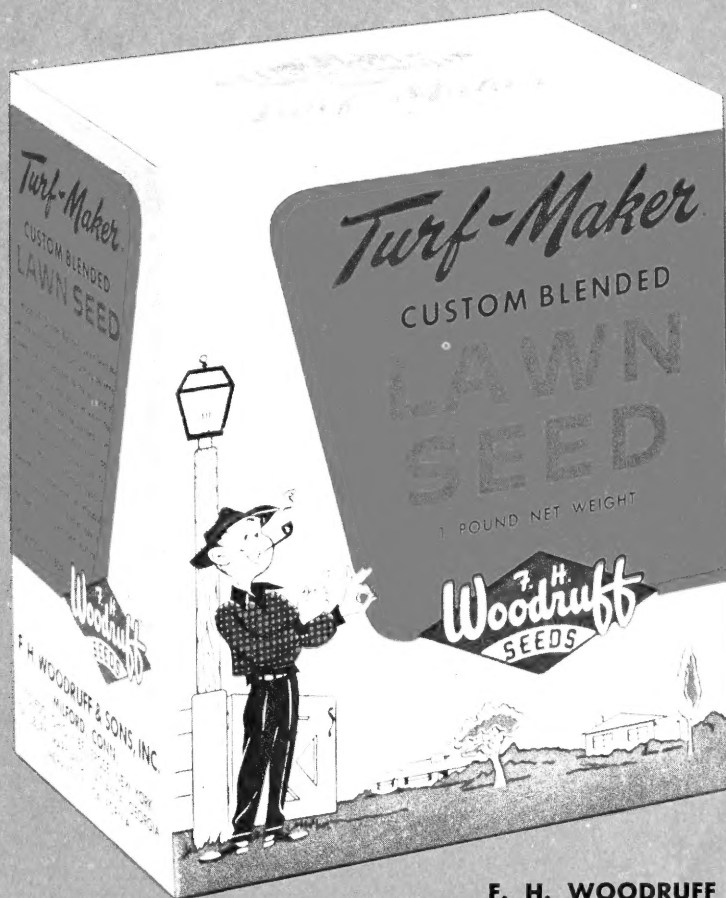


Spring
YOUR 1957 GUIDE TO



Full Profit Sales

• **LAWN SEED • LAWN FOOD • SPREADERS • CULTIVATORS**



F. H. WOODRUFF SEEDS

FEATURING

NEW GOLD and SILVER FOIL PACKAGING

FOR COMPELLING IN-STORE DISPLAY

Bonus Profit for Early Action

F. H. WOODRUFF & SONS, INC.

Milford, Conn. Bellerose, L.I., N.Y.

• BRANCHES:

Atlanta, Ga. Toledo, Ohio Sacramento, Calif.
 Mercedes, Texas Salisbury, Md.



Woodruff Custom Blended Seed . . .

Soil and climate vary from one part of the United States to another, and sometimes within particular regions. Consequently no one lawn seed mixture can meet all needs everywhere.

Woodruff's continuing research and experimental work . . . at our branches and growing stations across the nation . . . has provided unsurpassed knowledge and skill to blend lawn seed mixtures which thrive in each given area . . . and

adaptations of mixtures to meet different soil conditions within each area.

The Woodruff name assures you of highest quality, freedom from noxious weeds and high percentage of germination in all featured Woodruff mixtures. Woodruff mixtures can be used to cover a greater area than inferior mixtures . . . but give far better results, for less cost in the long run.

Woodruff dealers satisfy their customers.



THE BEST IS TURF-MAKER® IN THE NEW GOLD FOIL BOX

Turf-Maker mixtures are designed to develop the finest possible permanent turf. Formulated only of highest purity perennial grasses, they are blended and packaged specifically for the regions in which they are sold . . . in blends for sun, for shade, for loamy soils and for light soils. The certified, easy-to-read analysis on each package proves the truly fine quality of Turf-Maker Lawn Seed Mixtures. Use it to sell your customers. Now packaged in attractive new gold foil boxes.



TURF-MAKER® WITH MERION BLUEGRASS

You've heard about the fabulous B-27, a strain of Kentucky bluegrass discovered back in 1931, but which only recently became available to the public. Its extremely vigorous root system and reproductive ability result in tighter, thicker, more weed resistant turf which resists drought and leaf spot and fights off crabgrass. Still in limited supply, it develops a lawn to match its premium price. Our special blend has been developed over the past 10 years on our own proving grounds. The best on the market, compounded only of top quality seeds, it contains over 40 percent Certified Merion Bluegrass, along with Certified Blue Tag Illahee Creeping Red Fescue, Certified Blue Tag Astoria Colonial Bent and highest purity Poa trivialis.



WOODRUFF WHITE CLOVER FOR LAWNS

Turf-Maker and Milford Green mixtures do not contain clover. Here's an extra tie-in sale for your customers who wish premium quality clover.



"Just Right" Mixtures for Your Lawn



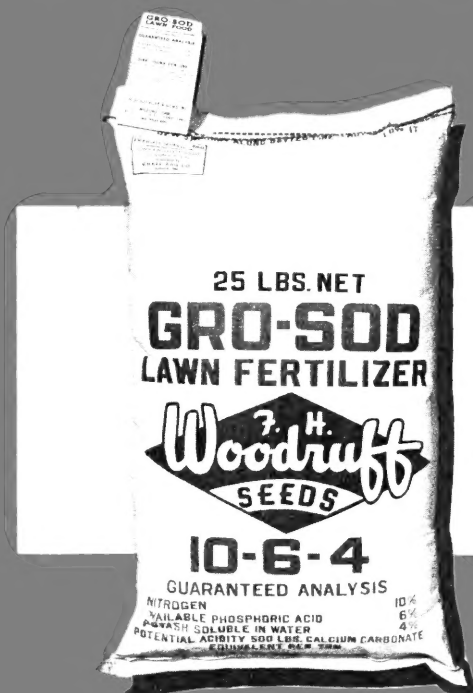
MILFORD GREEN® . . . IN THE NEW SILVER FOIL BOX

Milford Green mixtures develop a good, durable lawn turf and are extremely tolerant of ordinary soil deficiencies. Suitable for late season planting, they are also excellent for playgrounds, terraces and problem areas. One blend for sun, another for shade . . . packaged in beautiful, new silver foil boxes.



GRO-SOD® LAWN FOOD

Specifically designed for lawns, both old and new, Gro-Sod provides a balanced diet for turf. A 10-6-4 compound, it's high nitrogen content is 50 percent organic. This means that one application feeds the lawn over a longer period of time. Ten pounds covers 1,000 square feet of existing lawn (15 pounds for new lawns) making Gro-Sod extremely economical and inexpensive to use. Suggest your customer get a Woodruff spreader, along with his lawn food.



WHITE TAG GRASS SEED MIXTURES

To meet the demand for mixtures which will provide an attractive green ground cover quickly and at minimum cost, Woodruff gives you Park and Greenup. For new grading or bare spots where higher cost lawn seed mixtures are inadvisable.



NEW WOODRUFF PRODUCT

WEED-NIX® LAWN FOOD

Combination fertilizer and weed killer, Weed-Nix is a 6-10-4 formulation of lawn feeding elements *plus* 2, 4-D for easy control of broad-leaved lawn weeds. Spread at the rate of 1½ to 2 pounds per 100 square feet in spring and early fall, it saves work, time and money as it gives your lawn that luxury look.

*T.M.

WOODRUFF SPREADER

Seed, fertilizer and lime are spread far more accurately and effectively . . . and economically . . . with a Woodruff spreader. Every household is a logical prospect for one. Adjustable to 19 positions, pre-calibrated for proper distribution of Woodruff products, rugged in construction. 16", 18" and 24" models.



Confidential Dealer Price List

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Lb./Unit
TURF-MAKER NO. 38	1 lb.	1.79	25/case	1.17
Certified Colonial Bent,	5 lb.	8.49	10/case	1.12
Illahee Creeping Red Fescue, Extra Heavy Kentucky	25 lb.	41.69	2/bale	1.09
Bluegrass and Rough Bluegrass (Poa trivialis)	50 lb.	81.85	1/bale	1.07
TURF-MAKER NO. 1	1 lb.	1.79	25/case	1.17
Certified Colonial Bent,	5 lb.	8.49	10/case	1.12
Extra Heavy Kentucky Bluegrass and Rough Bluegrass (Poa trivialis)	25 lb.	41.69	2/bale	1.09
	50 lb.	81.85	1/bale	1.07
TURF-MAKER WITH MERION BLUEGRASS	1 lb.	2.85	25/case	1.86
Certified Merion Bluegrass,	5 lb.	13.85	10/case	1.81
Certified Astoria Bent, Illahee Creeping Red Fescue and Poa trivialis	25 lb.	68.00	2/bale	1.78
	50 lb.	134.65	1/bale	1.76
TURF-MAKER FOR SHADE	1 lb.	1.79	25/case	1.17
Creeping Red Fescue,	5 lb.	8.49	10/case	1.12
Rough Bluegrass, (Poa trivialis) Chewings Fescue and Fancy Redtop	25 lb.	41.69	2/bale	1.09
	50 lb.	81.85	1/bale	1.07
TURF-MAKER FOR LIGHT SOILS	1 lb.	1.79	25/case	1.17
	5 lb.	8.49	10/case	1.12
Certified Illahee Creeping Red Fescue, Extra Heavy Kentucky Bluegrass and Certified Colonial Bent	25 lb.	41.69	2/bale	1.09
	50 lb.	81.85	1/bale	1.07
MILFORD GREEN FOR SUN	1 lb.	1.35	25/case	.89
	5 lb.	6.39	10/case	.84
Kentucky Bluegrass, Red Fescue, Perennial Ryegrass, Redtop and Colonial Bent	25 lb.	30.98	2/bale	.81
	50 lb.	60.45	1/bale	.79
MILFORD GREEN FOR SHADE	1 lb.	1.35	25/case	.89
	5 lb.	6.39	10/case	.84
Rough Bluegrass, (Poa trivialis) Red Fescue, Perennial Ryegrass and Redtop	25 lb.	30.98	2/bale	.81
	50 lb.	60.45	1/bale	.79
LONG ISLAND	1 lb.	1.25	25/case	.82
	5 lb.	5.89	10/case	.77
Chewings and Creeping Red Fescue, Kentucky Bluegrass, Perennial Ryegrass and Colonial Bent.	25 lb.	28.30	2/case	.74
	50 lb.	54.95	1/case	.72

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Lb./ Unit
PARK	1 lb.	.85	25/case	.55
Red Fescue, Common Ryegrass, Meadow Fescue, Highland Bent, White Clover	5 lb.	3.85	10/case	.50
	25 lb.	17.98	2/bale	.47
	50 lb.	34.45	1/bale	.45
GREENUP	1 lb.	.65	25/case	.42
Common Ryegrass, Timothy, Meadow Fescue, Red Fescue, Redtop	5 lb.	2.85	10/case	.37
	25 lb.	12.98	2/bale	.34
	50 lb.	24.48	1/bale	.32
WHITE DUTCH CLOVER	½ lb.	.89	24/case	1.15
	1 lb.	1.69	12/case	1.10
MERION BLUEGRASS	1 lb.	3.59	12/case	2.35
	3 lb.	10.65	6/case	2.32
*GRO-SOD LAWN FOOD	25 lb.	2.60	1/bale	1.73 ea.
Nitrogen, Phosphorus and Potash in proportion 10-6-4; 50% of Nitrogen is organic.	50 lb.	4.25	1/bale	2.98 ea.
New Woodruff Product WEED-NIX LAWN FOOD	25 lb.	2.60	1/bale	1.73 ea.
6-10-4 analysis fertilizer containing 2,4-D for easy control of broad-leaved weeds.	50 lb.	4.25	1/bale	2.98 ea.
WOODRUFF SPREADER				
16" Hopper Model 16	each	13.75	1/case	9.17 ea.
18" Hopper Model 18	each	21.95	1/case	14.63 ea.
24" Hopper Model 24	each	28.95	1/case	19.30 ea.
WOODCO WILD BIRD FOOD	Net \$11.00 per 100 lbs. — 50¢ per hd. less if ordered in 500 lb. lots.			
Attractive bags and colorful poster free with every shipment				
TREEKOTE	½ pt.	.45	48/case	.27 ea.
Pruning Compound for grafts and injuries	1 pt.	.60	24/case	.36 ea.
	1 qt.	.80	12/case	.48 ea.
	1 gal.	2.00	6/case	1.20 ea.
TROWBRIDGE'S GRAFTING WAX			Packed	
	¼ lb.	.45	50 lb.	.27 ea.
	½ lb.	.60	per	.36 ea.
	1 lb.	.90	case	.54 ea.

*5% Discount on Ton Lots or Over, Special Discounts on Truck and Carload Lots

TERMS: 2% 10 days, net 30 days, E.O.M., to firms of approved credit. F.O.B. our warehouses. Freight prepaid to your station on orders of 200 pounds or more. All prices subject to change without notice. Add 1 cent per pound for less than full case lots. 1 and 5 pound units attractively cartoned. 25 and 50 pound units sturdily bagged.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE



F. H. WOODRUFF & SONS, INC.

MILFORD, CONN. • BELLEROSE, L.I., N.Y.

Phones: Milford, TRinity 4-1661; Bellerose, FLoral Park 4-4422

BRANCHES: ATLANTA, GA. • TOLEDO, OHIO • SACRAMENTO, CALIF.
MERCED, TEXAS • SALISBURY, MD.

F. H. Woodruff

1957 ADVERTISING

Concentrates on Local Markets

TO PROMOTE FULL-PROFIT LAWN SEED AND
LAWN FOOD SALES FOR WOODRUFF DEALERS

We're concentrating our 1957 advertising in newspapers

- ... to sell our dealers' customers the outstanding quality of Woodruff products
- ... to give our dealers the opportunity to tie-in with our local advertising to bring customers into their stores.

- We're using these papers: The New York Times, The New York Herald-Tribune, Long Island Newsday, Long Island Press, Atlanta Journal-Constitution, Dayton News, Detroit News, Cleveland Plain Dealer, Toledo Blade, Rochester Democrat & Chronicle, Syracuse Herald-American, Albany Times-Union, Bridgeport Post, New Haven Register, Hartford Courant, Providence Journal, Portland Sunday Telegram, Bangor News, Springfield Republican, Boston Herald, Waterbury Republican American, Milford Citizen and Stamford Advocate.

- We'll pay 50 percent of the space costs for any newspaper advertising of Woodruff product our dealers do, *using our mats* over their own names.

NEW, MODERN PACKAGING AND POINT-OF-PURCHASE DISPLAY MATERIAL

For better display on your counters and shelves, featured Woodruff lawn seed mixtures are now packaged in strikingly attractive new boxes — *gold foil* for Turf-Maker, *silver foil* for Milford Green.

Use these new boxes together with the powerful point-of-purchase display materials and selling aids available to every qualified Woodruff dealer as modern merchandising devices

to funnel **FULL PROFIT** sales to your cash register.



IT PAYS TO BE A WOODRUFF DEALER

Woodruff has a "Selected Dealer" policy. We want our dealers to make "full profit" sales and to get a fair share of the market for Woodruff products in their areas.

Therefore we do not sell every dealer possible in a community or area but stand back of our established dealers as we stand back of the seeds we sell.

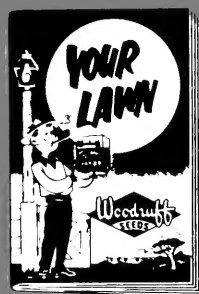
WOODRUFF SELLING AIDS

An array of powerful selling aids is yours for the asking. Check what you want on our order form, or ask your Woodruff salesman for them.



COUNTER, WINDOW AND SHELF TRIM

Bulk stacking of Woodruff Lawn Seed Mixtures in their attractive new packages, together with signs, streamers and background pieces enable Woodruff dealers to build forceful and attractive displays suited to the conditions in their own stores. Envelope stuffers and enclosure cards are likewise furnished free of charge to qualified dealers. Ask your Woodruff salesman for them or write or phone us direct.



YOUR LAWN

An authoritative guide to better lawns, *Your Lawn* takes the mystery out of when, what and how to build a new or improve an existing lawn. Full of helpful information, it's one of the most powerful sales promotion pieces a dealer can use.

NEWSPAPER ADVERTISING

For your own advertising in your local newspaper, choose from a variety of our mats. Run the ads, send us tearsheets and duplicates of publishers' invoices. We credit your account with 50 percent of the space cost.



F. H. WOODRUFF & SONS, INC.

Milford, Conn. • Bellerose, L.I., N.Y.

BRANCHES:

Atlanta, Ga. • Toledo, Ohio • Sacramento, Calif.
Mercedes, Texas • Salisbury, Md.

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	5 lb.	13.85	10/case	1.81
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Chewings and Creeping Red Fescue, Kentucky Bluegrass, Perennial Ryegrass and Colonial Bent.	25 lb.	28.30	2/case	.74
	50 lb.	54.95	1/case	.72

Total this Column _____

TERMS: 2% 10 days, net 30 days, E.O.M., to firms of approved credit. F.O.B. our warehouses. Freight prepaid to your station on orders of 200 pounds or more. All prices subject to change without notice. Add 1 cent per pound for less than full case lots. 1 and 5 pound units attractively cartoned. 25 and 50 pound units sturdily bagged.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE



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	1 qt.	.80	12/case	.48 ea.
	1 gal.	2.00	6/case	1.20 ea.
TROWBRIDGE'S GRAFTING WAX			Packed			
	1/4 lb.	.45	50 lb.	.27 ea.
	1/2 lb.	.60	per	.36 ea.
	1 lb.	.90	case	.54 ea.

*5% Discount on Ton Lots or Over, Special Discounts on Truck and Carload Lots

Total this Column _____
Total Column 1 _____
Total this Order _____

BONUS PROFITS FOR ACTION NOW

Place your order by December 1, 1956, and you will earn an extra 1% bonus discount on your initial order.

Special quantity discounts on firm orders for 1,000 pounds or more of standard Woodruff lawn and grass seed mixtures.

F. H. WOODRUFF & SONS, INC.

MILFORD, CONN. • BELLEROSE, L.I., N.Y.

Phones: Milford, TRinity 4-1661; Bellerose, Floral Park 4-4422

BRANCHES: ATLANTA, GA. • TOLEDO, OHIO • SACRAMENTO, CALIF.
MERCEDES, TEXAS • SALISBURY, MD.

SEND ME THESE DEALER HELPS (State quantity)

How Many?

____ Your Lawn Booklets

____ Window Streamers

____ Retail Price Card

____ News Ad Mat Brochure

____ Envelope Stuffers

____ Customer Order Cards, blank

____ Customer Order Cards printed with your name and address for return mail to you. (Minimum 500)

Ordered For _____

Ordered By _____ COMPANY NAME

Street Address _____ NAME TITLE DATE

City _____ Zone _____ State _____

SHIPPING INSTRUCTIONS: (Please suggest preferred trucking company)

